



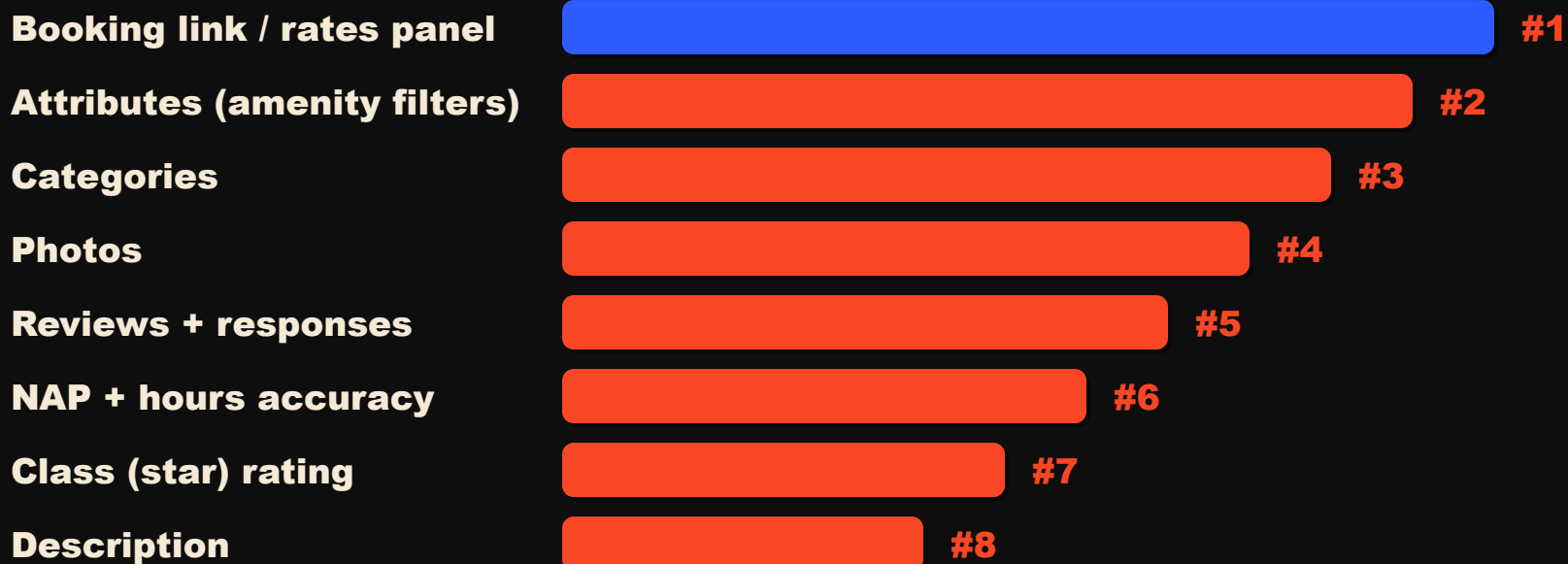
EVERY FIELD

A hotel Google Business Profile is a database record, not a poster. Work the fields in return-on-effort order and the booking panel is where the money is decided.

25%

OTAs skim **15 to 25%** of every reservation on the panel your listing feeds. Get your **direct rate in there** and stop paying the tax.

GBP FIELDS BY RETURN ON EFFORT



If you do one thing, connect your direct rate to the panel.

It is the highest-leverage, most-skipped task in hotel local SEO. The hotels that win the module filled the attributes their competitor left blank and got their own rate in front of the OTAs on the same free listing.

Source: HotelSEO Lab analysis; OTA commission range 15-25% per the post. Directional; not business, legal, or financial advice.

Full study → hotelseolab.com/blog/google-business-profile-every-field-hotels